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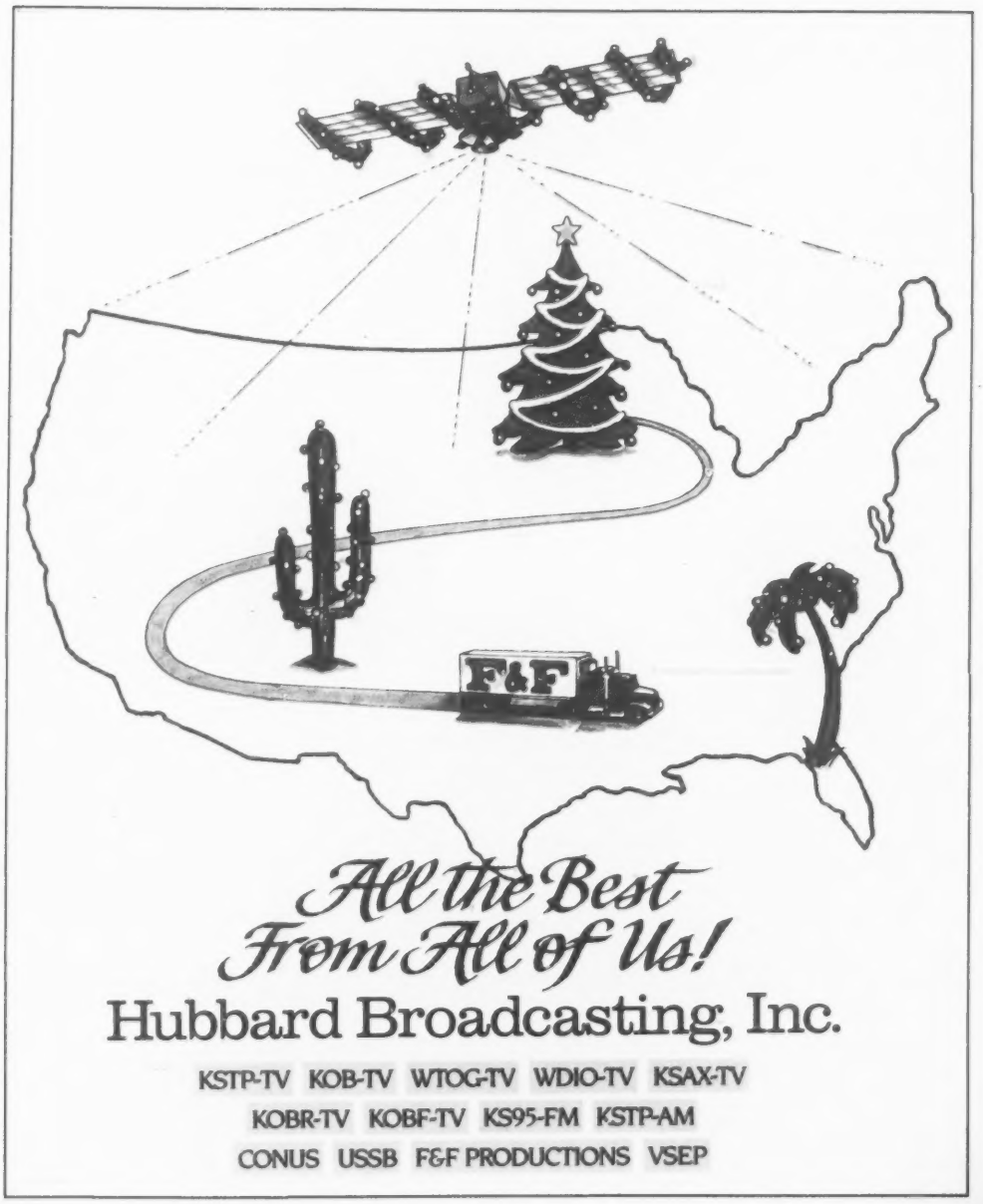
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 25



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59th Year 1989
PROGRAM MARKETPLACE
CALL TO ARMS

Vol. 117 No. 26

Broadcasting Dec25

Pay for carriage... Broadcast industry's campaign to force cable operators to pay for carriage of broadcast signals gains momentum on Capitol Hill. **PAGE 19.**

NBC game plan... Network says it is committed to game shows. **PAGE 19.**

Panama press... Although, as one news executive said, "it was better than

ABC News

Grenada" in terms of press access, journalists have rough time reporting initial stages of U.S. military invasion of Panama. **PAGE 25.**

17/ ***DELICATE BALANCE***
In this week's "Monday Memo," INTV President Jim Hedlund says it is time for broadcasting and cable to find common ground for TV sports.

20/ ***TAKING HIS CHANCE***
Tri-Star Pictures President Jeff Sagansky, just named CBS Entertainment president, says it was challenge of CBS's programing situation and his background in broadcasting that attracted him to job.

21/ ***ABC'S SERIES PLAN***
ABC gives commitments to new series, including new projects from writer-producer-director Jim Brooks, Oprah Winfrey's Harpo Productions, and *L.A. Law* co-creator, Stephen Bochco.

22/ ***SMALL STRENGTH***
Nielsen's November sweeps results for syndication shows children's programs doing particularly well.

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FCC Chairman Alfred Sikes assembles diverse mix of people to help him make policy at commission.

30/ ***IN THE HEAT OF LATE NIGHT***
Late night is being viewed by some as perhaps final frontier among dayparts. There are number of contenders ready to stake their claim.

Arsenio Hall with singer Whitney Houston

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Turner Broadcasting will bring possibly three new weekly first-run barter series to NATPE, available for next fall.

33/ ***COUNTING THE HOURS***
Despite general flatness of broadcast market for syndicated hours, some still see potential and are having some success with long-form shows.

35/ ***ENOUGH FOR ALL***
Latest FCC study predicts that when time comes for broadcasters to use additional spectrum for terrestrial transmission of HDTV, there will be enough spectrum to go around.

36/ ***NLC MOVE***
National League of Cities executive director, Alan Beals, resigns after 22 years.

40/ ***FROM THE BIRDS***
Although overnight delivery of advertising is normally domain of dub-and-ship companies, at least one group feels it is ahead of curve with its satellite-delivered ads.

42/ ***EN BANC RESPONSE***
Reply comments to FCC's AM en banc hearing from various broadcasting factions shows room for agreement on expanded band allocation.

63/ ***ALL-AMERICOM***
Americom's Dan Gammon enjoys playing Monopoly with his children, driving his Chevy Nova and, since 1984, helping company he co-founded become leading station broker.

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BY THE NUMBERS 1

Fox's *Married with Children*, pictured, pulled its best rating this season (or last season), when it scored an 18.4 rating and a 27 share on Sunday at 9. *Married*, which has a 12.5/19 season-to-date average and a season-to-date rank of 48, ranked 13th for the week, bolstered by the lead-in from the animated *Simpsons Christmas Special* at 8:30, which ranked 30th for the week with its 14.5/22.

While NBC won the ratings race with a 14.6/24.1 for Week 13, CBS managed to move into second place by posting a 12.6/20.8 over ABC's 12.3/20.3. CBS won two nights during Week 13, its traditional Sunday, and for the first time this season, Friday. A *Rudolph the Red Nosed Reindeer* special at 8 on Friday pulled a 15.8/27, beating both NBC's *Baywatch* and ABC's *Full House* and

"By the Numbers" continues on page 11

RATINGS ROUNDUP

Week 13 ▫ Dec. 11–Dec. 17

Rank/rating	▫	Network	▫	Show
1	▲	23.7/34	A	*Roseanne*
2		22.5/36	N	*Cheers*
3	▼	22.2/37	N	*Cosby Show*
4	▲	20.5/36	N	*Golden Girls*
5	▼	20.4/33	N	*Different World*
6	▲	19.8/35	N	*Empty Nest*
6	▲	19.8/32	C	*60 Minutes*
6	▲	19.8/30	A	*Wonder Years*
9	▼	19.3/31	N	*Dear John*
10	▼	19.2/33	N	*L.A. Law*
11	▼	18.9/29	C	*Murder, She Wrote*
12	▲	18.8/33	A	*Monday Night Football*
13	▲	18.4/27	F	*Married...With Children*
14	▼	18.3/28	A	*Who's the Boss?*
15		17.6/33	N	*Bob Hope's Christmas Special*
16	▼	17.5/26	K	*In the Heat of the Night*
16	▲	17.5/27	N	*Matlock*
18	▼	17.1/26	A	*Coach*
19	▼	16.9/25	C	*Designing Women*
19	▼	16.9/27	N	*Unsolved Mysteries*
21		16.1/28	A	*Julie and Carol: Together*
22		15.8/27	C	*Rudolph-Red Nosed Reindeer*
23	▲	15.5/24	A	*Doogie Howser, M.D.*
24	▲	15.4/28	N	*Amen*
25	▲	15.2/25	A	*Growing Pains*
26	▼	15.0/23	N	*Hogan Family*
27	▲	14.8/23	A	*Head of the Class*
28	▼	14.6/22	C	*Murphy Brown*
28	▼	14.6/23	C	*Newhart*
30		14.5/22	F	*Simpsons Christmas Special*
31	▲	14.4/23	N	*ALF*
32		14.2/22	N	*Christmas in America*
33	▲	14.0/22	C	*Jake and the Fatman*
34	▲	13.8/24	C	*Dallas*
35	▼	13.7/23	C	*Knots Landing*
36	▼	13.4/23	A	*Full House*
37	▲	13.3/21	A	*Anything but Love*
37	▲	13.3/21	C	*CBS Tuesday Movie*
37	▼	13.3/21	N	*NBC Monday Movie*
37	▼	13.3/25	A	*20/20*
41	▼	13.2/22	N	*Midnight Caller*
42	▲	13.1/21	N	*NBC Sunday Movie*
43	▲	13.0/24	N	*227*
44	▼	12.5/21	A	*Perfect Strangers*
45	▲	12.4/20	N	*Magical World of Disney*
46	▲	12.3/19	C	*Rescue: 911*
47	▼	12.2/20	A	*thirtysomething*
48	▲	12.1/20	C	*48 Hours*
48	▲	12.1/20	A	*MacGyver*
48	▼	12.1/19	C	*Major Dad*
51	▼	12.0/20	A	*Just the Ten of Us*
52	▲	11.7/18	F	*America's Most Wanted*
52	▼	11.7/19	C	*CBS Sunday Movie*
54	▼	11.5/18	C	*Beauty and the Beast*
55	▼	11.3/19	C	*Doctor, Doctor*
55	▲	11.3/19	A	*Family Matters*
57	▼	11.2/18	A	*ABC Sunday Movie*
58	▼	11.1/19	N	*True Blue*
59	▼	11.0/19	C	*Wiseguy*
60	▼	10.2/19	C	*Falcon Crest*
61	▲	10.1/16	A	*Young Riders*
62	▼	10.0/19	N	*Mancuso, FBI*
63		9.7/17	N	*Baywatch*
63	▲	9.7/15	C	*Famous Teddy Z*
65	▼	9.6/14	N	*Sister Kate*
66	▼	9.4/14	N	*Ann Jillian*
66		9.4/17	C	*Hallmark Hall of Fame*
68		9.1/15	C	*Island Son*
68	▼	9.1/16	N	*Quantum Leap*
70	▲	8.8/16	A	*Mystery Movie*
71	▲	8.5/14	F	*Tracey Ullman Show*
72	▼	8.2/13	A	*Mission: Impossible*
73		7.5/13	A	*PrimeTime Live*
74	▲	7.0/13	A	*Mr. Belvedere*
75	▲	6.9/11	F	*Booker*
76	▲	6.8/12	A	*Living Dolls*
77	▲	6.7/13	C	*Sat. Night with Connie Chung*
78		6.5/11	A	*Trans-Antartica Expedition*
79	▼	6.3/12	F	*Cops*
80	▼	6.1/11	F	*Open House*
81	▼	5.8/9	A	*Free Spirit*
82	▲	5.6/8	F	*Alien Nation*
83		5.4/9	F	*21 Jump Street*
84	▼	5.2/8	A	*Homeroom*
85	▲	4.9/9	F	*Reporters*
86	▲	2.8/5	F	*Beyond Tomorrow*

Guide to symbols
▼ —Down from last week ▲ —Up from last week ▫ —Premiere broadcast

Source: Nielsen and Broadcasting's own research

FREEZE FRAMES: Current network standings as of Week 13, Dec. 11–Dec. 17

Network averages				Demographic ratings				Season to date ratings			
Prime time		Evening news			ABC	CBS	NBC	1989–90		1988–89	
NBC:	14.6 24.1	ABC:	11.0 20	Viewers 2	7.8	7.9	9.3	NBC:	14.9	NBC:	16.2
CBS:	12.6 20.8	CBS:	10.4 19	Women 18-49	7.9	8.2	9.0	ABC:	13.2	ABC:	13.2
ABC:	12.3 20.3	NBC:	10.2 19	Men 18-49	7.1	5.8	7.2	CBS:	12.3	CBS:	12.0

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL*
Commercial AM	4,966	267	5,233
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
# Total Radio	10,631	1,297	11,928
Commercial VHF TV	546	21	567
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
# Total TV	1,439	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
# Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†

Total subscribers	50,897,000
Homes passed	73,503,900
Total systems	6,809
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

Family Matters. CBS also won 9-10 p.m. when *Dallas* scored a 13.8/24.

The rest of the week: ABC won Monday, Tuesday and Wednesday and NBC took Thursday and Saturday.

In the evening news race, ABC's *World News Tonight* won first place again with an 11.0/20. CBS had a 10.4/19, while NBC had a 10.2/19.

MarketScope

The Standard & Poor's Industrials fell 11.21 points to close at 391.86 on Dec. 20. That brought the S&P close to its Nov. 29 closing level of 392.67. The advance-decline ratio for the 128 stocks tracked on the Stock Index weighed heavily on the decline side, standing at 20-90, with 18 stocks unchanged. Among the six groups tracked on the Stock Index, the Equipment and Manufacturing group had the worst week; with 20 declines, only two advances (M/A-Com and Matthews Studio Equipment) and three stocks unchanged. The Programing group also had a bad week, with a 2-19 advance-decline ratio and six stocks unchanged; the two advancing stocks were dick clark (symbol DCPI) and Video Jukebox (JUKE), which closed at 6¼ and 7⅛, respectively.

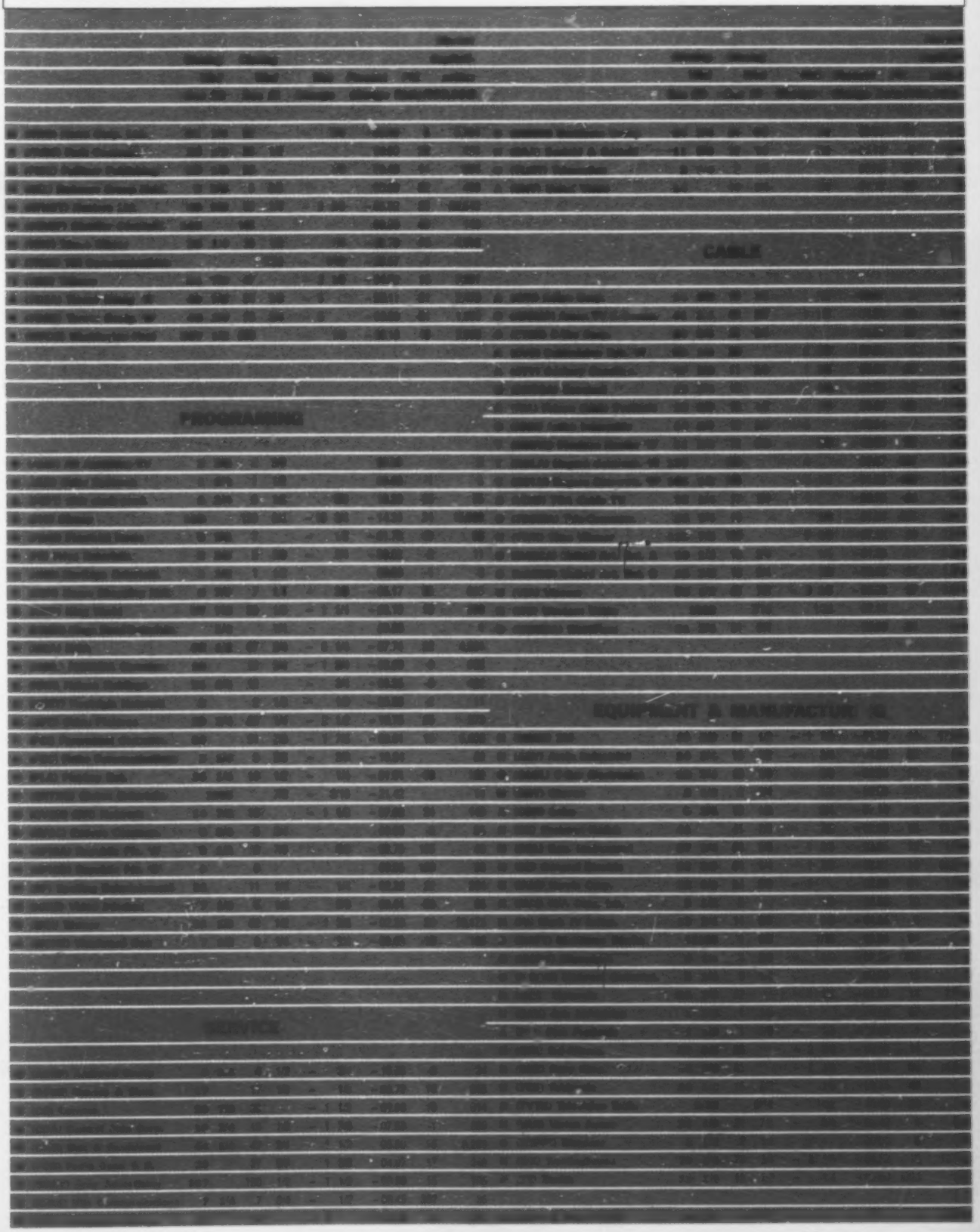
Overall, Disney, Capcities, CBS and Time Warner fell the most, with Disney's stock (DIS) tumbling 18¾, or 14.3%, to close at 112 last Wednesday. As of 2 p.m. last Thursday, DIS had picked up 2⅜ and was trading at 114⅜. Capcities (CCB) fell 15¼, or 2.8%, to close at 531 on Wednesday. As of last Thursday, CCB had dropped another five points to 526. CBS, which dropped 15⅛ to 181¾ as of Wednesday, was holding there on Thursday. Time Warner (TWX) fell 9⅛ over the seven-day period and closed on Wednesday at 118⅞. By Thursday, TWX had picked up slightly and was trading at 119¼.

Stock Index Notes: t-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Dec 20	Closing Wed Dec 27	Change	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000)
BROADCASTING							
BROADCASTING WITH OTHER MAJOR INTERESTS							

STOCK INDEX 2



Building, New York. Information: David Bialek, (212) 752-3322.

■ **Jan. 17**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Norm Fein, news director, Rainbow News 12. Copacabana, New York.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association*. Information: (202) 429-9680.

Jan. 19—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association*. Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 19-21—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications*. Miami Airport Hilton. (213) 851-7372.

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgla, (212) 807-1400.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

What forced *TIME* to admit publicly that it has moved from news to advocacy in environmental reporting?

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Errata

Scheduled telecast of seven-hour series *Planet Earth* on Discovery Channel next April will not be premiere, as reported in Dec. 11 "Cablecastings" item on Discovery Channel environmental programing for 1990. *Planet Earth*, produced by noncommercial WOED(TV) Pittsburgh, premiered in January 1986 on PBS, which aired it again last January.

Jan. 24—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

■ **Jan. 24**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

■ **Jan. 25**—*Utah Broadcasters Association, Salt Lake Radio Broadcasters Association* and *Salt Lake City commercial TV stations* sales seminar. Salt Lake Airport Hilton.

Jan. 25—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

■ **Jan. 25-26**—"Broadcast Journalism and the Public Interest," Alfred I. duPont forum sponsored by *Alfred I. duPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

Jan. 27-31—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Jan. 30—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Alan Gerson, NBC VP-programing standards and marketing policy, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

■ **Jan. 31**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programing and promotion services, PBS. Copacabana, New York.

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Good news on the HDTV front

Latest FCC OET computer study says using new Zenith plan, there should be adequate spectrum for current stations to upgrade

It is still hard to estimate when broadcasters will be able to begin using additional spectrum for terrestrial transmission of high-definition television. But when that day comes, according to the best estimates available today, there will be enough spectrum to go around.

The FCC's Office of Engineering and Technology (OET) has been conducting a study of the unassigned portions of the UHF and VHF bands since the commission first began showing serious interest in HDTV in 1987. Using computer models, OET has released two reports with estimates of the probability of finding enough spectrum to accommodate all current TV stations for HDTV transmission. The second report, released this month, paints an optimistic picture.

In August 1988, OET released its first preliminary computer models. They started with the assumption that the current UHF "taboo" channels could be used for allocation, although at the time their availability was doubted. The findings were that 3 mhz of augmentation could be allocated to 100% of U.S. TV stations, but if 6 mhz were needed, only about 95% could be accommodated, with large markets being affected the most. Also, signal propagation of HDTV channels was predicted to be worse than with NTSC.

The computer models today look quite different because the technology for delivering HDTV is improving and the software for predicting spectrum availability has also been refined. The more rosy models are due, in part, to the introduction of the Zenith Spectrum Compatible HDTV proposal, which includes the use of a partially digitized simulcast HDTV channel that theoretically could be aired on channels previously believed to be untouchable. "Zenith Electronics Corp. and several other parties have suggested that ATV [advanced television] systems could be developed that would pose less of an interference threat to the NTSC signals and be more immune to interference from NTSC signals. This would permit an ATV transmitter to be located closer to a co-channel NTSC transmitter," the second report says.

OET altered its computer program to examine the expected performance of digital ATV signals under several different spacing scenarios (see chart). It concluded that "ATV to NTSC co-channel spacing is by far the dominant, if not the only significant, factor in determining the availability of spectrum for ATV."

All or nearly all current stations could be provided with up to 6 mhz of additional spectrum if the minimum separation between an ATV and NTSC transmitter is 180 kilometers (112 miles) and if some of the additional spectrum for VHF stations comes from the UHF band. If the commission prefers to keep both the original NTSC channels in the same band with the new ATV channels, it will be able to do so more than 90% of the time if the distance separation is 160 km (100 miles).

The strategy in developing the computer models has been to divide the country into what OET calls "cliques"—groupings of broadcast towers located within 100 miles of each other. The largest of the cliques is centered near Bethlehem, Pa. If that area can be mathematically arranged to handle the necessary extra HDTV spectrum to accommodate all of the stations within that area, the FCC believes it will be able to manage the spectrum throughout the rest of the country as well.

The current mileage separation for NTSC

Percentage of stations that could be provided additional spectrum

ATV-ATV separation distance		NTSC-ATV separation distance					Conditions
km	miles	160 km (100 mi)	180 km (112 mi)	200 km (124 mi)	250 km (155 mi)	300 km (186 mi)	
3 mhz additional spectrum:							
160	100	100%	100%	99.7%	96%	90%	**VHF may be augmented in UHF and vice versa; no preference for contiguity**
300	186	100%	99.9%	99%	93%	81%	
6 mhz additional spectrum:							
160	100	99.8%	99%	97%	89%	78%	
300	186	99.2%	98%	93%	78%	65%	
3 mhz additional spectrum:							
160	100	79%	68%	57%	37%	24%	**VHF stations augmented in VHF; UHF in UHF; contiguous assignments where possible**
300	186	76%	67%	56%	37%	23%	
6 mhz additional spectrum:							
160	100	73%	63%	53%	34%	22%	
300	186	66%	57%	48%	31%	20%	
3 mhz additional spectrum:							
160	100	97%	93%	89%	72%	60%	
300	186	96%	92%	87%	68%	54%	
6 mhz additional spectrum:							**Added spectrum contiguous**
160	100	92%	87%	81%	65%	52%	
300	186	87%	82%	75%	56%	41%	

channels is 300 km (186 miles). Even by reducing the ATV-ATV and ATV-NTSC separations to 160-180 km, there are cases in which not all stations can be allotted additional spectrum in certain cliques. In those cases, some repacking of current NTSC signals (reallotment to new frequencies) will be necessary. But OET finds that "wholesale repacking" will be unneccessary as well as undesirable.

The report also finds that "providing an additional 3 mhz or 6 mhz for ATV does not significantly affect the number of stations that can be accommodated under many circumstances, particularly those in which very high percentages of stations can be accommodated." That is fortunate since it appears that if the FCC does approve a system requiring additional spectrum, 6 mhz will be the more likely requirement. Only one of the systems currently on the schedule to be tested by the Advanced Television Test Center, North American Philips's HDS-NA, is designed to use a 3 mhz augmentation channel. All others demand either no additional spectrum or a 6 mhz augmentation or simulcast channel. Philips has since announced that it is working on a 6 mhz simulcast system which it may submit for testing in lieu of the 3 mhz augmentation proposal.

The only unmanageable situation would be if the 3 mhz or 6 mhz added channel were required to be contiguous with a station's original NTSC channel. That confirms the findings of the August 1988 report. Following release of that report, the FCC handed down its tentative decisions of Sept. 1, 1988. One of those decisions was that no system requiring more than 6 mhz contiguous spectrum would be considered for terrestrial transmission. NHK's MUSE-E system was eliminated as a terrestrial candidate with that decision. However, OET says in this month's report that it will continue to examine the possibility of applying the Zenith-type digital processing to reduce the spacing between 9 mhz HDTV channels. The results of those models will be released in future reports.

Contrary to earlier findings, the new report also concludes that the current UHF taboo channels will not significantly affect the allocation process. The designs for many older television receivers do not allow for adjacent-channel interference immunity on several UHF channels. Assuming the taboos were eliminated, the first OET report found that up to 100% of current stations could be allotted an additional 3 mhz at 160 km minimum separation and up to 96% could be provided an additional 6 mhz. Looking at the taboos again, OET now finds that if they were retained, "the percentage of stations that could be provided ATV spectrum would decline from our full taboo elimination estimates by only 2%-4%."

In the meantime, OET says that the technology exists to allow for allocation of the taboo channels some day. It appears likely that the additional spectrum will be allocated to stations gradually over a space of several years, not in a sudden act following approval of a transmission system. During that time, HDTV receivers with interference immunity could be introduced to the market as older receivers are phased out. "If a phased-in approach could be used, it would permit even the image taboos, the least likely candidates for ATV spectrum, to be used," the report concludes.

The earlier report also assumed that channels that have currently been set aside for future allotment to noncommercial stations would be needed to provide HDTV spectrum to currently operating stations. Again, a second look with the new computer software provides more optimistic numbers. "We can generally see that in those cases where our initial study indicated that all or nearly all existing stations could be accommodated, it also appears possible to accommodate all or nearly all of both the existing stations and the vacant noncommercial allotments," OET says. In addition, it is expected that when those vacant allotments are licensed, they will include extra spectrum for HDTV transmission. **–RMS**

National League of Cities executive director resigns

Beals to join Savannah Chamber of Commerce; what impact departure will have on NLC's Hill activities is unclear

After a 22-year career with the National League of Cities, Alan Beals, the NLC's executive director, has resigned to join the Savannah (Ga.) Area Chamber of Commerce as president and chief executive officer. Beals, who became NLC's executive director in 1975, is expected to stay until the NLC's annual Washington conference in March.

Just what impact Beals's departure will have on the NLC's activities on Capitol Hill is unclear. The NLC is expected to be a major player next year in the Senate's deliberations on cable television legislation. One NLC source, however, said Beals's departure does not signal any change in direction. The NLC has called for cable reregulation and supports concepts embodied in cable legislation but has not endorsed a specific bill. Beals was executive director when the league and the National Cable Television Association cut a deal which lead to passage of the Cable Communications Policy Act, which loosened the cities regulatory grip over cable.

Two weeks ago, Beals told the NLC staff that he accepted the Savannah position and that he and his wife, Sandi, a Savannah native, bought a second home there more than a year ago. Apparently Beals had talked about retiring someday in Savannah. Nevertheless, his announcement came as a shock to staff and NLC board members.

There had been a general expectation that the 56-year-old Beals might end his career with the cities sometime, but sources say they had no idea Beals was ready to leave. He first joined NLC in 1957 as director of

Texas settlement

The FCC approved a settlement agreement in the KWIC-AM-FM Beaumont, Tex., renewal proceeding between Pyle Communications and the Beaumont branch of the NAACP and the National Black Media Coalition (NBMC). The NAACP and NBMC filed their initial petitions claiming EEO violations by the stations in 1983 when Pyle filed renewal applications. The commission denied the petitions and granted Pyle short-term renewals. On appeal, the U.S. Court of Appeals in Washington overturned the FCC's action (BROADCASTING, Aug. 22, 1988) and sent the case back to the FCC for a hearing. Meanwhile, while the proceeding was pending, bankruptcy proceedings started against Pyle Communications. The United States Bankruptcy Court for the Eastern District of Texas later approved an agreement that would allow the trustee, John Durkay, to assign Pyles's licenses to William J. Mason. Mason has agreed to pay $78,561 in back pay to 10 persons who were the alleged victims of discrimination by Pyle. Mason will also pay a sum of no more than $80,000 for the legal fees of the NAACP and the NBMC. The NAACP and NBMC have submitted a copy of the settlement agreement that includes affidavits from attorneys documenting $79,610.85 in fees. Mason will also implement affirmative employment procedures and keep in contact with the NAACP. Under the settlement agreement, the NAACP and the NBMC will drop their petitions and not file objections to the assignment applications to Mason.